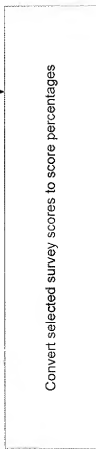
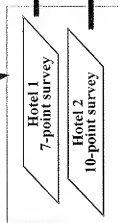


20

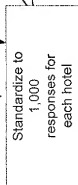
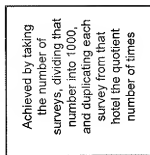
Step 24

# Score Conversion

Step 22



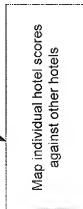
Step 26



Step 28  
Calculate each hotel's percentage mean score



Step 34



Step 30

Step 32

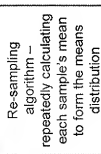
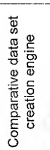


Figure 2

Result is benchmarked hotels

Step 36

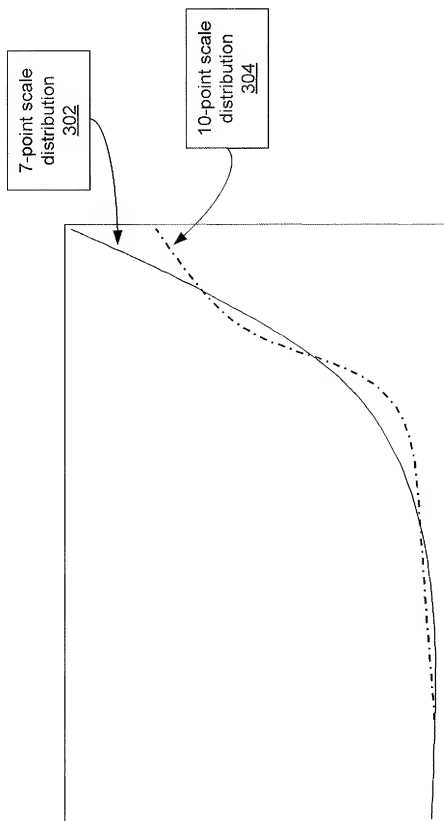


Figure 3